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# PROMOTING GENDER EQUITY IN NATIONAL PRIORITY PROGRAMS (PROMOTE)

2015 - 2024

\$216 MILLION

## OVERVIEW

In the Transformation Decade (2015-2024), a new generation of Afghan leaders – both men and women – will emerge who are equipped with the education, skills, and desire to build a brighter future for Afghanistan. Promote is a joint commitment by the U.S. and Afghan Governments that will work to empower 75,000 women between the ages of 18-30 and help ensure these women are included among a new generation of Afghan political, business, and civil society leaders. Promote aims to empower women to become leaders alongside their male counterparts, and ensure they have the skills, experience,

knowledge, and networks to succeed. USAID has committed \$216 million to fund the program, making it the largest women's empowerment project in the US Government's history. Other international donors are able to contribute an additional \$200 million to help expand the program.

## **COMPONENT ONE: WOMEN'S LEADERSHIP DEVELOPMENT**

Promote will provide 25,000 women with leadership training to give them the skills necessary not only to perform in their jobs, but also to rise to meaningful leadership positions in their careers. As the foundation to Promote, this group will also participate directly in future project activities in order to expand the effects of Promote.

## **COMPONENT TWO: WOMEN IN GOVERNMENT**

In close coordination with the Ministry of Women's Affairs, Promote aims to ensure women are always represented at the highest levels of policy and decision-making in Afghan society and government. This component facilitates women's entry into decision-making roles in government service, encourages policy reform within the Government of Afghanistan at both the national and regional levels; increases support for women in government; and establishes an internship and fellowship program for high school and college female students interested in working within government ministries.

## **COMPONENT THREE: WOMEN IN THE ECONOMY**

To empower women as leaders in business, Promote aims to reduce barriers for women entering the workplace, particularly in non-traditional sectors such as technology, finance, and administration, leading to a more competitive and inclusive society. This component will work in the urban hubs of Kabul, Nangarhar, Kandahar, Balkh, Herat, and Mazar to improve business, vocational, and technical placement services for women; increase assistance and support to women-owned businesses to increase competitiveness; and reduce regulatory barriers to participation and advancement by women.

## **COMPONENT FOUR: WOMEN'S RIGHTS GROUP AND COALITIONS**

Promote works to strengthen the capacity and influence of women's activists and groups so they may better advocate for gender-sensitive policies and cultural practices at the local, provincial, and national level. USAID will provide targeted assistance and small grants to provide the resources needed to elevate the impact of women's rights groups across the country. Empowered groups and coalitions will help sustain the project's goals and become leaders of the long-term effort to ensure gender equity.

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